

ORDER

**KSNV**

Orders
Order / Rev: 106175
Alt Order #: 06848882
Product Desc: Candidate
Estimate: 1708
Flight Dates: 09/06/12 - 09/10/12
Original Date / Rev: 08/31/12 / 08/31/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Horsford for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	26	\$12,360.00	\$10,506.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$12,360.00	\$10,506.00	0.00
Totals	26	\$12,360.00	\$10,506.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	30%	\$12,360.00
Market	100%	\$41,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$8,240.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$6,592.00
KTUD	1%	\$412.00
KVVU	24%	\$9,888.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$3,708.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/06/12	09/07/12	M-F 5-6a WakeUp w/Wagners	5-6a		---TF--	:30	1	\$185.00	2	0.00	NM	1	\$185.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--			1			\$185.00		0.00			

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E 1	KSNV	09/06/12	09/07/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	---TF--	:30	1	\$185.00	2	0.00	NM	1	\$185.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---TF--	1		\$185.00		0.00						
E 2	KSNV	09/06/12	09/07/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---TF--	2		\$450.00		0.00						
E 3	KSNV	09/06/12	09/10/12	Today Show Today Show	CM	658a-9am	M--TF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/06/12	09/12/12	M--TF--	3		\$550.00		0.00						
E 4	KSNV	09/09/12	09/09/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$3,000.00		0.00						
E 5	KSNV	09/09/12	09/09/12	Chris Matthews 9:30am Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$175.00		0.00						
E 6	KSNV	09/06/12	09/07/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	---TF--	:30	1	\$200.00	2	0.00	NM	1	\$200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---TF--	1		\$200.00		0.00						
E 7	KSNV	09/06/12	09/07/12	Rachael Ray Rachael Ray	CM	11am-12pm	---TF--	:30	1	\$200.00	2	0.00	NM	1	\$200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---TF--	1		\$200.00		0.00						
E 8	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$175.00		0.00						
E 9	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$100.00		0.00						
E 10	KSNV	09/10/12	09/10/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$225.00		0.00						
E 11	KSNV	09/06/12	09/07/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	---TF--	:30	1	\$225.00	3	0.00	NM	1	\$225.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---TF--	1		\$225.00		0.00						
E 12	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$300.00		0.00						
E 13	KSNV	09/06/12	09/07/12		CM	5-630p	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$375.00		0.00			
E 14	KSNV	09/10/12	09/10/12	M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$725.00	2	0.00	NM	1	\$725.00
				M-F Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$725.00		0.00			
E 15	KSNV	09/07/12	09/07/12	M-F Wheel	CM	7-730pm	----F--	:30	1	\$725.00	2	0.00	NM	1	\$725.00
				M-F Wheel of Fortune											
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$725.00		0.00			
E 16	KSNV	09/07/12	09/07/12	Face to Face w/ Ralston	CM	730-758pm	----F--	:30	1	\$400.00	2	0.00	NM	1	\$400.00
				Face to Face w/ J.Ralston											
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$400.00		0.00			
E 17	KSNV	09/06/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$400.00		0.00			
E 18	KSNV	09/06/12	09/07/12	The Tonight Show	CM	1135p-1237a	---TF--	:30	2	\$250.00	2	0.00	NM	2	\$500.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$250.00		0.00			
E 19	KSNV	09/10/12	09/10/12	M-F Wheel	CM	7-730pm	M-----	:30	1	\$725.00	2	0.00	NM	1	\$725.00
				M-F Wheel of Fortune											
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$725.00		0.00			
E 20	KSNV	09/10/12	09/10/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$400.00	2	0.00	NM	1	\$400.00
				Face to Face w/ J.Ralston											
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$400.00		0.00			
													Totals	26	\$12,360.00